

## EARA Annual Report, January 2013

The East Arroyo Residents Association has existed as a volunteer non-profit service organization for more than thirty years. It was organized as a residential real estate management association in 2008 under IRS section 528 to maintain and improve our neighborhood adjacent to the Arroyo Seco. Almost all members own single family homes--a few are renters. There are about 1400 homes within our community; we've averaged 100 to 140 paid members (family units) in recent years. Our registration as a residential real estate management association remains an issue with the California Franchise Tax Board in spite of significant payment to Mr. William May last year.

### PROGRAMS and ACTIVITIES

Members have no special privileges. The EARA has no common areas or facilities, and owns no property. Our goal is to improve the quality of life within neighborhood public areas by facilitating sidewalk repair (the city won't pay for it), replacement of trees, restoration of historical street structures (brick entry pillars), and maintenance of a small pocket park, etc. Homeowners, whether members or not, share with the association in the cost of repairs in the public areas proximate to their property. The city of Pasadena may also share in the cost of some repairs. These have been our main activities over the years, although we had no expenses there in 2012. We participated in the Zanja clean up and planting in January 2012, but the money came from people on Zanja. Our *next largest single expense item since beginning the website & emails is electronic communication*, notifications of services and items for sale, swap or wanted, announcement of activities, and monthly board meetings." To put this in perspective, the West Pasadena Residents Ass'n plans to spend about 75% of its budget on written and electronic communications in 2013; over \$40,000/yr (they have a glossy mailed newsletter, see [www.wpra.net](http://www.wpra.net)).

We've donated money to various community projects over the years. This includes our two public schools, Cleveland and Roosevelt, and organized some volunteer support for them. We've provided occasional support to a local shelter, to the city of Pasadena Arts Council for public art, the 4th of July celebration fireworks and this year gave money to help replace trees lost in the December 2011 windstorm. In earlier years similar donations were made. The EARA also works with city of Pasadena personnel to help residents reduce vulnerability to crime, and to encourage emergency and disaster preparedness. No money has been given or promised for political fliers, lawsuits or lobbying on the NFL or any other issue.

### PROCEDURES and POLICIES

The EARA board of directors holds 9-11 open monthly meetings yearly to review policy, priorities, and problems facing the neighborhood. Information is disseminated to members and non-members via our website and emails and at open meetings, annual picnic, etc. Most construction work for repairs and tree work is done by contractors already working with the city of Pasadena or with other volunteer organizations such as Pasadena Beautiful Foundation (trees).

### FUNDING

Funds for EARA volunteer operations come from membership dues, and voluntary donations from homeowners and commercial film companies who use the area for film projects. Gross receipts from all sources have been less than \$15,000 per year.

## EAST ARROYO RESIDENTS ASSOCIATION

### Financial Summary 2012

The following information is a summary of the financial activity of the East Arroyo Residents Association during the twelve month period beginning January 1, 2012, and ending December 31, 2012.

Beginning Balance:	\$13,322.79
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Sources of Income:

Membership Dues:	\$2,500
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Donations from Filming:	\$7,600
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Donation from individual/Funds from Closed Account	\$119.12
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Total Income:	\$10,219.12
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**Expenses and Expenditures:**

Website Maintenance & email communications <sub>a</sub>	\$1,804
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Organization Consulting <sub>b</sub>	\$1,250
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Robins Woodfire Grill <sub>c</sub>	\$1,000
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Education/donations for Cleveland & Roosevelt	\$1,000
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Rose Bowl 4 <sup>th</sup> of July	\$1,000
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Pasadena Beautiful Foundation (Windstorm)	\$600
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EARA social activity (letters to previous members & picnic/party)	\$810.27
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Miscellaneous (reimbursement of individuals)	\$378.11
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Bank Account Fee	\$16
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Total Expenses:	\$7,858.35
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Net Income After Expenses (Income Less Expenses):	\$2,360.77
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Ending Balance (Beg. Balance + Net Income):	\$15,683.56
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Explanatory details

a. Included payment to Ridge Tolbert for 6 mos service during calendar 2011

b. We paid Mr. May \$1250 to help clarify our California tax status.

c. This was for food at the September 2011 picnic. Our picnic and December party plus mailing costs came to less money than we paid for the 2011 picnic. We had no 2011 December party.

Some EARA history: Ridge Tolbert helped us develop a new communications capability in 2010: a web site ([www.pasadenaeara.com](http://www.pasadenaeara.com)) and regular email announcements using the Constant Contact service, as mentioned on page 1. These announcements have been very successful and are used extensively by non-EARA members. We advise of upcoming Rose Bowl events and send out board meeting minutes including information about spending. Ridge moved back to the Bay area this summer and our communications services are less satisfactory. We optionally might add an additional more visually attractive web page (could be done for under \$100 yearly). Our web site or sites need not change frequently- (think of the LVAA web site at [www.lvaa.net](http://www.lvaa.net)) but the weekly email announcements require better organization especially if we are to include notices of filming. Ideally an interested board member could handle both of these.

We've had some success in dealing with city of Pasadena departments, particularly in issues related to noisy events held in the Arroyo, where our requests coincide with those from other neighborhood associations. We've had less success when we asked the city to do things that cost money or were unique to our neighborhood.

We want people to know what's coming. For example, no Rose Bowl concerts are expected in the in 2013. There will be a large International soccer event on a Saturday in July, the Gold Cup, which is held every two years. Over 90,000 attended the Gold Cup final at the Rose Bowl in 2011, won by Mexico. We are told that there is a possibility of other soccer events. This fall, 2013, we'll have the first weeknight UCLA game, on Friday, November 15th. This is mandated by the PAC-12 for the sake of TV revenue. The game will probably start at 5 or 6 PM. The UCLA season begins with a home game August 31<sup>st</sup>. If UCLA qualifies for the PAC-12 championship, that game will be played December 7<sup>th</sup>, hosted by the team with the best PAC-12 record.

We hope that an annual or biennial report will be continued in future years. Our challenge is to improve the EARA while maintaining continuity with changing board members and better communication with the neighborhood as a whole.

Bob Snodgrass, acting President  
John Dean, treasurer  
1/16/2013